

# SURVEY OVERVIEW

## Citygate Network's 2021 Snapshot Survey

January 2021

**TO:** Citygate Network Member Mission CEOs and Count Coordinators

**FROM:** Marvin Harrell, Director of Communications, Citygate Network

Citygate Network will conduct its annual Snapshot Survey during the week of **February 7 - February 19, 2021**. Citygate Network members participate in the Snapshot Survey by recording and reporting on demographics of individuals and families utilizing mission services. These results will provide Citygate Network and your mission a point-in-time picture—a snapshot—of the need in your community and the individuals rescue missions and kindred ministries are serving across North America.

**Media Requests** This survey is one of the most requested and used pieces of information that Citygate Network provides. Local and national media outlets use the demographic results as a resource for stories on homelessness. Many have commented that the size of our sample (16,000 to 20,000 each year) makes our survey one of the most accurate and up-to-date of its kind.

**Local Interest in the Survey** The Snapshot Survey generates more interest from people outside the network than any other study completed by our members. We'll provide local and national results—along with a press release template—for you to use as you share your story and compare your local mission numbers to those of missions across North America.

**Results You Can Access and Use** A full report of the network-wide results will also be posted on Citygate Network's website.

**Survey Date is Feb 7-Feb 19** The official survey takes place on the day of your choice during the weeks of **February 7 - February 19, 2021**. If you need to conduct the survey outside of those dates, please contact me at [mharrell@citygatenetwork.org](mailto:mharrell@citygatenetwork.org) to discuss the details.

**Who to Survey** If possible, survey everyone using mission-offered services, including your program participants and those coming for a meal, day room, clothing, the chapel service, etc. **in a single 24-hour day**. If that's not practical, collect as many responses as you can.

**Download and Print Forms** Visit [www.citygatenetwork.org/snapshot](http://www.citygatenetwork.org/snapshot) to download all survey forms. Remember to print enough copies of the Facilitator's Form to use at all your facility entrances. You can also download the Survey User Guide for helpful information on how to complete the survey.

**Report Survey Numbers Online by Feb 26** In order for us to release the information as quickly as possible, please compile your results and file them by **Friday, February 26, 2021**. Submit your data via <https://www.surveymonkey.com/r/CitygateSnapshot21>.

If you have questions, call me at (719) 266-8300, ext. 103.

I appreciate your participation!